

Pricing of customer purchase information during the purchase cycle

FIGURE 1

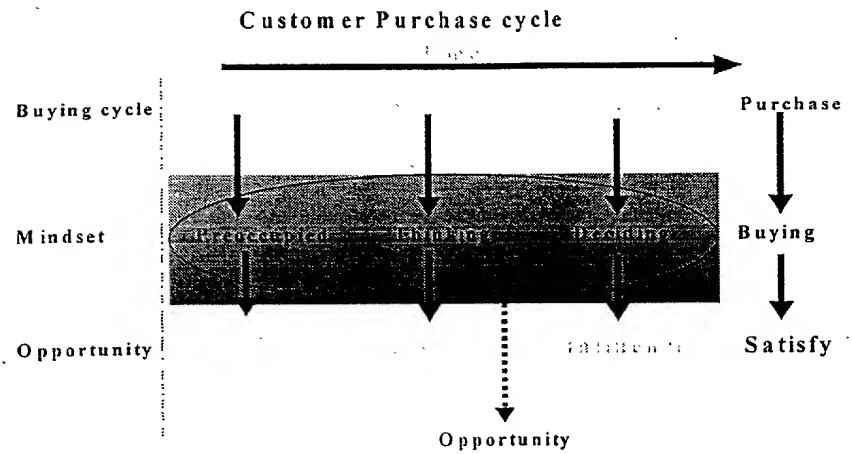


FIGURE 2

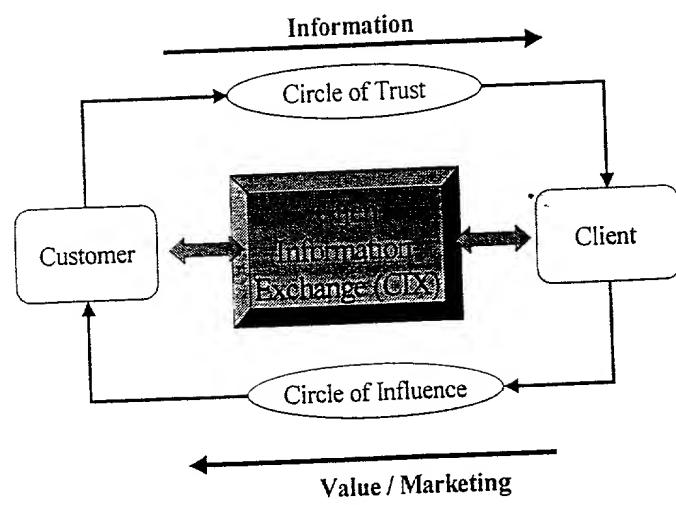


FIGURE 3

Cijen Information Exchange (CIX): Bidding process

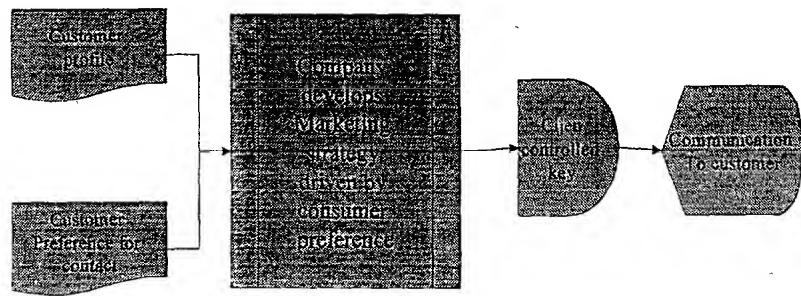
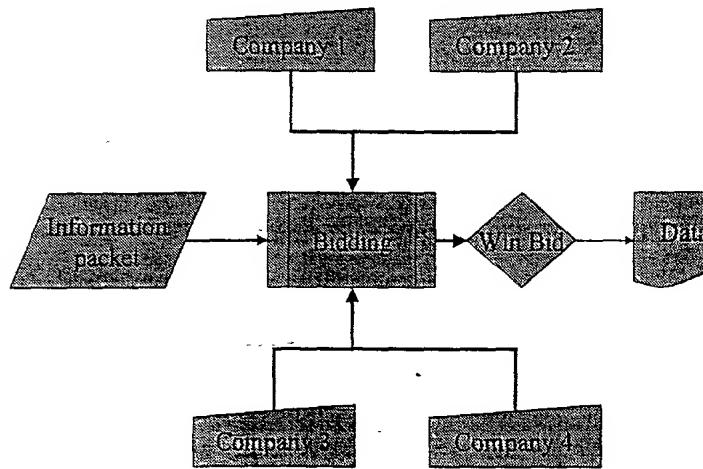


FIGURE 4

Cijen

Taking control has its rewards

Welcome George John

23 May 2001

Inbox: Reply | Forward | Delete

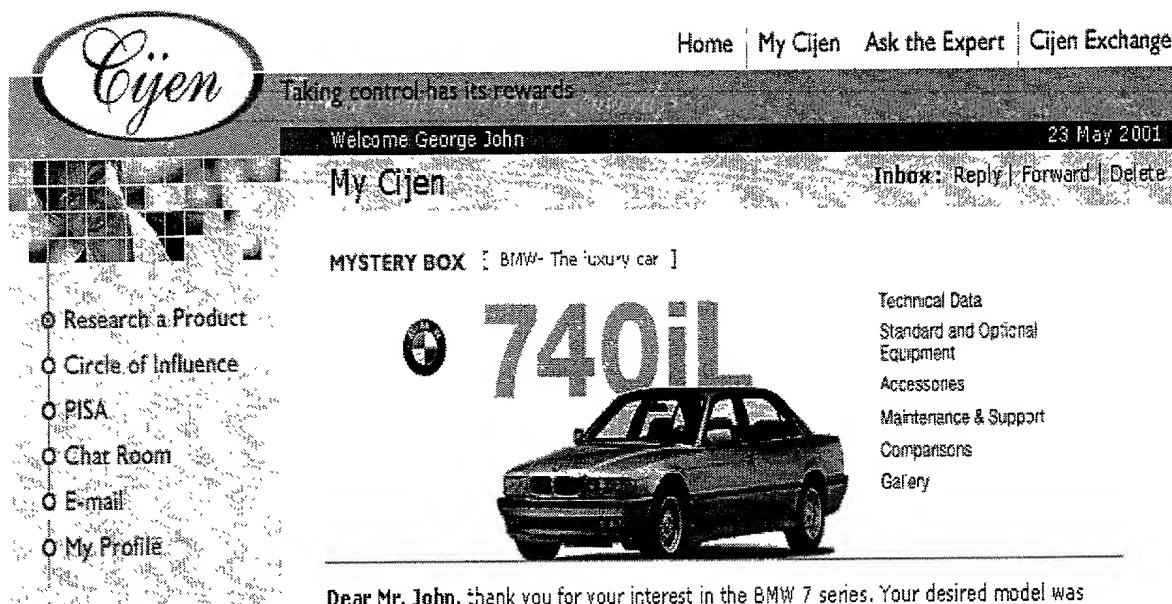
My Cijen

MYSTERY BOX [BMW- The luxury car]

○ **740iL**

Technical Data
Standard and Optional Equipment
Accessories
Maintenance & Support
Comparisons
Galary

○ Research a Product
○ Circle of Influence
○ PISA
○ Chat Room
○ E-mail
○ My Profile



Dear Mr. John, thank you for your interest in the BMW 7 series. Your desired model was created with one defining principle: timelessness, a true reflection of the success that you have achieved in your life. Needless to say your wife Jennifer will simply love the fact that this is the safest car in the world. Just for your pleasure we will soup up the engine so that when you want to hit that road with the thrill of the wind in your hair, your car will go from 0 - 60 miles in under 5 seconds. No other car in this category can match such performance. Oh! By the way, did we mention that we have located a dealer in Palo Alto who is willing to give you a great deal on your car? But you don't really care about that do you? After all, you are buying your dream car.

FIGURE 5

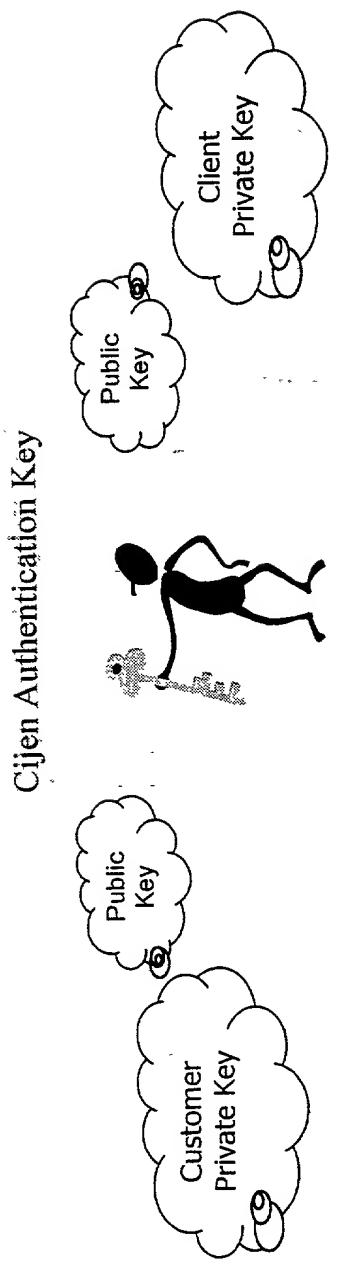


FIGURE 6